Master of Marketing (MMKG)



CLASS OF 2022

EMPLOYMENT AT A GLANCE



88%

of students were hired within 6 months of graduation*

81%

of students participated in the survey

* as per MBACSEA Guidelines

\$72,150

AVERAGE SALARY

70%

INDUSTRY COVERAGE

CPG Retail

Financial Services Technology

Marketing, PR & Advertising

64

Number of firms that hired Schulich MMKG students



KEY FIRMS

Amex K

BMO Financial Group

Canadian Tire

Danone

Irving Consumer Products

Kraft Heinz

Mars Wrigley

Procter & Gamble

Siemens

SAMPLE ROLES

Account Manager

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Brand Manager

Communications Manager

Digital Marketing Manager

Fulfillment Manager

Partnerships Specialist

Project Manager

Public Relations Specialist

Tourism Marketing Coord.

CLASS OF 2022

Female Students

DEMOGRAPHICS AT A GLANCE

STUDENT DEMOGRAPHICS

Average Age 27
Years of Work Experience 0 - 14
Male Students 30%

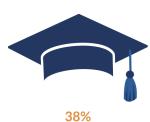
PRIOR DEGREES

Business

Arts

Science 12%

Other 14%



36%

